

Radio Script

Date: Revised

Client: Centers for Medicare & Medicaid Services

Medium: Radio "Diabetes"

Length: :60

Spot #:

Scene: Church Singing Group Rehearsal

Enter: Two voices (male and female) singing a gospel song with piano accompaniment. After a few chords then voices falter, then the piano stops.

Anne: Sorry Verna, let's try it again.

(Voices try and sing same chords again. This time the piano stops first then voices trail off.)

Verna: You all are just not hitting your notes today.

Casey: Remember Verna, we're the "Seniors Praise Trio" not the "Seniors Praise Duo."

Anne: It just doesn't feel right without CeCe's alto.

Verna: You know, I spoke with her yesterday and she was hoping to be out of the hospital by now (trail off with very short pause) She really regrets not managing her diabetes. The doctor told her that diabetes affects many African Americans.

Casey: As you all know, I've got diabetes too, and it is very important to watch your diet and monitor your blood sugar level. Believe it or not Medicare helps me to do this.

Anne: (Surprised and doubting) Medicare?! How does it help?

Casey: They teach you how to monitor your blood sugar and manage your diet. Medicare even pays for the glucose monitor and supplies. It is all a part of their prevention services.

Anne: Wow, CeCe has Medicare too. She must not know about this.

Verna: We've got to tell her.

Casey/Anne: Yeah.

Verna: Okay. Now, let's try that chorus again.

(Singing and piano start up and fades low as voice over comes in.)

Voice Over: One in every four African Americans over 65 has diabetes. Call 1-800-MEDICARE, 1-800-633-4227. Medicare. Helping you help yourself.